



# The Network at Your Service

## Cisco Roadshow 2012

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Cisco Services  
Making the Network  
Better together!!

# Agenda

- IT Pressures and Challenges
- Warranty compared to Services Contract
- Cisco Smart Services portfolio
- Current Promotions



# Business Today is Challenging

## Rising Expectations

Consumers/staff want the same personalized, on-demand treatment they are used to in their personal lives

## Innovation Everywhere

Innovation can come from ANYwhere, ANYone, and at ANYtime



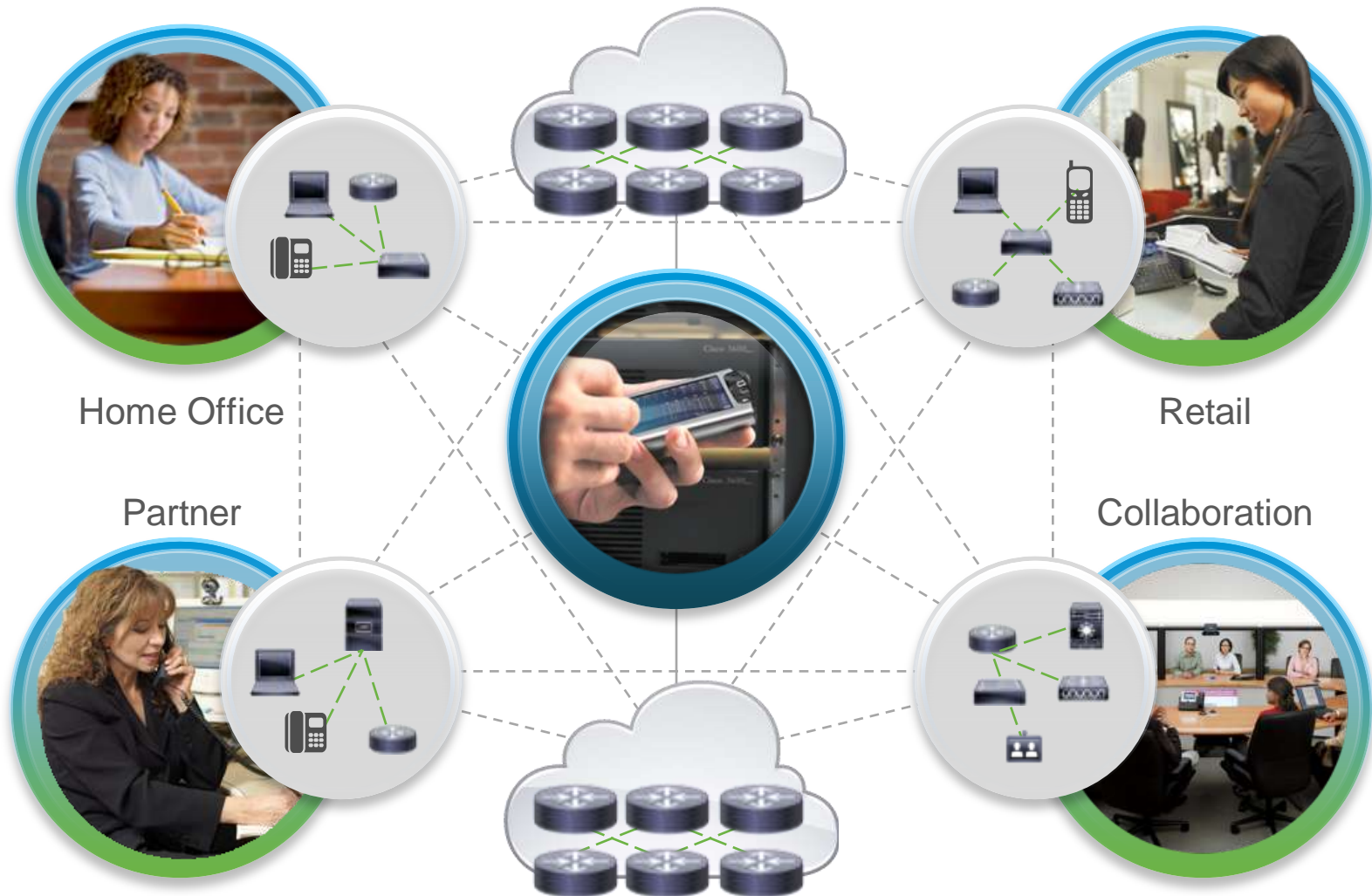
## Market Velocity & Volatility

Business growth, new competitors, new business models, accelerated business processes

## Financial Pressures

Conflicting growth-expense management objectives

# The Network is Growing More Complex



# On Going Customer Network Challenges



# Cisco Services

- Smart, proactive services
- Networking expertise
- Collaborative partner approach

Cisco smart capabilities are the foundation for the entire Services Portfolio

# What are Cisco Services: More than Warranty

Service Features	Hardware Coverage and Duration	Hardware Replacement	Software Coverage and Duration	Cisco Technical Support	Smart Call Home	Cisco IOS Software Updates and Upgrades	Cisco.com Knowledge-Base and Tools
Cisco SMARTnet/ Onsite Services	All Hardware yearly or multiyear contracts	Advanced Replacement <ul style="list-style-type: none"> <li>• 8x5xNBD</li> <li>• 8x5x4</li> <li>• 24x7x4</li> <li>• 24x7x2</li> </ul>	Cisco IOS Software Support Concurrent with Hardware Duration	Yes	Yes <sup>1</sup>	Yes	Yes
Warranty	Replaces defective hardware only	10 day advanced replacement 15 day return to factory <sup>2</sup>	Replaces software media during first 90 days	No	No	No	No

<sup>1</sup> On select devices

<sup>2</sup> On Optical Networking products. Get more information on Cisco warranty at [http://www.cisco.com/en/US/products/prod\\_warranties\\_listing.html](http://www.cisco.com/en/US/products/prod_warranties_listing.html)

Expertise



Innovation



Consistency



# Why Cisco Services



Choices



Value



Excellence

# Expertise

**Professionals  
You Can Rely On**



**Information  
You Can Trust**



**Knowledge  
You Can Use**



# TS Global Capabilities

Providing superior, globally consistent services

- Global Center
- Satellite Center
- Regional Center
- 24-Hour Hardware Replacement coverage



- Hardware replacement in 128 countries
- 1100+ Depots
- \$5B+ in Spare Parts Inventory
- 840,000 Parts Delivered Annually
- 250,000 Service Requests Quarterly
- Engineers average 5+ years of industry experience

# Industry-Leading Support Capabilities

## Proactive Intelligence - Smart Services

Smart Services infuse capabilities with proactive intelligence

Engineering/  
Operations  
Specialists

Security  
Threat  
Mitigation

Remote  
Monitoring,  
Diagnostics,  
Alerts

Application  
Software  
Updates &  
Upgrades

Extended  
Performance  
Capabilities

OS Software Updates

Advance Hardware Replacement

Online Technical Resources

Technical Assistance from TAC

Foundational  
Capabilities

# Technical Assistance from TAC

## Resolve Issues Quickly

### Direct access to Cisco Technical Experts

- Highly-trained network and application software engineers worldwide
- Computer science/electrical engineering degrees
- Engineering staff averages 5 years of industry experience
- CCIE professionals
- Expertise in a broad array of technologies
- 24x7 global access by phone, web, or email



# Technical Online Resources

## Increase Productivity

Solve issues faster with online resources and smart interactions

- Anytime Access to Information
  - Automated troubleshooting tools
  - Personalized content and solutions
  - Collaborative Support Community
  - Over 80% of all network issues solved online
- Lower Operating Expenses
  - Faster issue resolution
  - Open and track service requests online
- Improve Staff Competencies
  - Extensive technical knowledge library
  - Certification training information



# Operating System Software Updates

## Maintain the Resiliency of Your Cisco Network

### Protect your OS investment

- Increase performance of current features
- Add new functionality, often without additional hardware investment
- Enhance availability and stability of your network and business applications
- Extend the life of Cisco devices



# Advance Hardware Replacement

## Maintain Network Operations

### Time-sensitive delivery of replacement hardware

- Globally consistent, remote and onsite support
- Exceptional diagnostic and part-sparing programs
- Coverage in over 120 countries
- 1000+ fulfillment depots
- Flexible replacement options to meet your support needs
- Minimize the risk of potential network downtime



# Cisco Smart Services Portfolio

Cisco  
Smart Care  
Service



Cisco  
SMARTnet  
Service



Cisco Smart  
Foundation  
Service\*



\*Cisco Smart Foundation Service was previously called SMB Support Assistant

# Cisco Smart Foundation Service\*

## Smart Foundation



An entry-level technical support service that provides the support that small businesses need to help them maintain network reliability and minimize disruption to business

### Customer Profile

- Businesses with data only networks, SMB-class products, and fewer than 250 network users (~50 or fewer network devices)
- Network is important, but not mission critical to business
- Needs responsive support with device level coverage that meets budget requirements

### Sales and Delivery

- Sold by Cisco and certified partners, delivered by Cisco

### Service Capabilities and Features

- Advance hardware replacement—NBD
- Access to SMB TAC during normal business hours (8am-5 pm)  
Response within one business day (varies per region)
- Cisco.com SMB knowledge base
- Online network troubleshooting tools designed for SMBs
- Operating system software updates

\*Cisco Smart Foundation Service was previously called SMB Support Assistant

# Cisco SMARTnet Service

## SMARTnet



Award-winning technical support offers direct, anytime access to Cisco engineers and extensive technical resources for rapid issue resolution – premium service options help maximize operational efficiency

### Customer Profile

- Any size business, any number of Cisco devices
- Network is critical to mission critical
- Skilled IT staff who require direct access to Cisco engineers and want flexible device-level coverage

### Sales and Delivery

- Sold directly from Cisco or certified partners, delivered by Cisco

### Service Capabilities and Features

- Advance hardware replacement—(NBD, 2-hour, 4-hour and/or onsite engineer)
- 24 x 7 global access to the Cisco TAC for help with configuration, diagnostics, recommendations
- Cisco.com knowledge base and tools
- Smart Call Home proactive diagnostics and real-time alerts on select devices
- OS software updates and upgrades

# Cisco Smart Care Service\*

## Smart Care

Comprehensive network-wide service combines technical support with proactive monitoring, assessments and remote repairs to keep networks secure, efficient and running optimally

### Customer Profile

- Business with 50–600 network users and 5 to 105 devices
- Network is critical to business
- Limited IT expertise; wants network-level coverage

### Sales and Delivery

- Only sold by Cisco certified partners, delivered by Cisco and partners

### Service Capabilities and Features

- Proactive network-wide monitoring, assessments and notifications
- Advance hardware replacement - NBD
- 24 x 7 partner access to TAC
- Cisco.com knowledge base and Smart Care Portal
- Operating system software updates and upgrades
- Software application updates

\*Cisco Smart Care Service is [available in select locations](#)

# Smart Services Portfolio resume

	Self Service	Network Importance	Preferred Provider	Coverage Preference	Hardware Replacement
Smart Care	Proactive	Critical	Partner	Network	NBD 4 hour options Coverage Preference
SMARTnet	Responsive*	Critical to Mission Critical	Cisco	Device	2-hour, 4-hour or NBD
Smart Foundation	Responsive	Important	Cisco	Device	NBD

\*SMARTnet includes proactive diagnostics and real-time alerts on select devices

# Current promotions on Services

3 years for the cost of 2 years of SMARTnet when purchased through distribution

**Smartnet 3for2**

Smart Care 3for2. Buy 3 years SmartCare and pay only 2

**Smart Care 3for2**

Cisco services. smarter *together*

